

CONVERSION RATES - some inside info



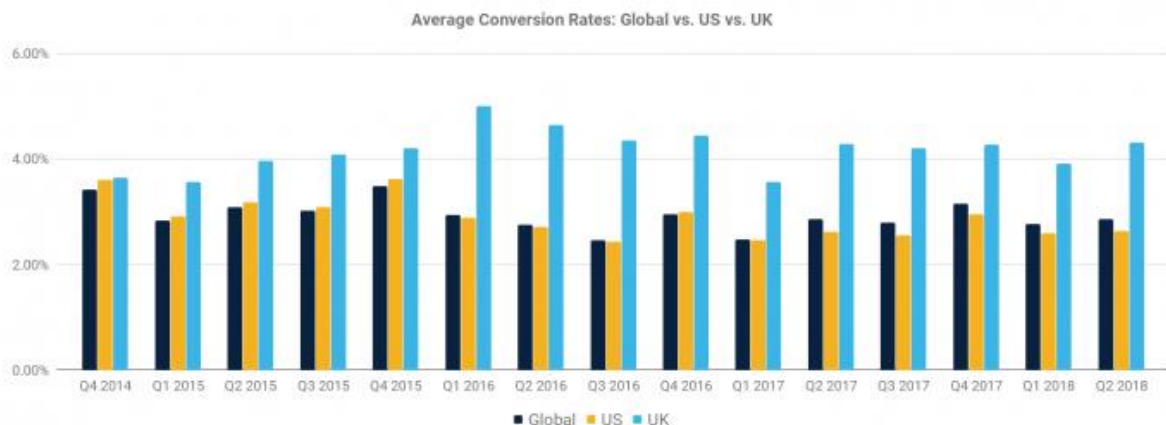
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Why struggle when you can innovate

It can be a struggle to work out what you can expect from a campaign before you start running it. Here are some insights collected across the industry and normally only shared within the agencies.

Across industries, the average landing page conversion rate was **2.35%**, yet the top 25% are converting at **5.31%** or higher. Ideally, you want to break into the top **10%** — these are the landing pages with conversion rates of **11.45%** or higher. 18 Feb 2019

- The average ecommerce conversion globally is at 2.86%
- The average ecommerce conversion in the US is at 2.63%.
- The average ecommerce conversion globally is at 4.31%.



Conversion data for specialty websites, from Fireclick index:

Business Metrics	This Week	Last Week	% Change
Conversion Rate: Global	N/A	7.60%	N/A
Conversion Rate: First Time Visitors	N/A	7.30%	N/A
Conversion Rate: Repeat Visitors	N/A	8.80%	N/A
Cart Abandonment Rate	N/A	50.20%	N/A

Landing pages

In Adwords, across industries, the average landing page conversion rate was 2.35%, yet the top 25% are converting at 5.31% or higher. Ideally, you want to break into the top 10% — these are the landing pages with conversion rates of 11.45% or higher. Wordstream

<https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>

So what is a [good conversion rate](#)? About 1/4 of all accounts have less than 1% conversion rates. The median was 2.35%, but the top 25% of accounts have twice that – 5.31% - or greater. Check out the far right red bar – the top 10% of Google Ads advertisers have account conversion rates of 11.45%.

Distribution Point	All accounts	Ecommerce	Legal	B2B	Finance
Median CVR	2.35%	1.84%	2.07%	2.23%	5.01%
Top 25% CVR	5.31%	3.71%	4.12%	4.31%	11.19%
Top 10% CVR	11.45%	6.25%	6.46%	11.70%	24.48%

Try Out 10 Landing Pages to Find 1 Unicorn

Let's talk about effort for a minute. What do you need to put into CRO to find your own unicorn landing pages? To understand this, let's look at the relative abundance of these top performers:

Name	Percentile	<u>Relative Abundance</u>	Vs. Expected Conversion Rate
Awesome Landing Pages	Top 25%	<u>1:4</u>	2x Higher
<u>Unicorns</u>	Top 10%	<u>1:10</u>	5x Higher!!

On average, you should be testing four unique landing pages – with varying offers, flow and messaging – to find that one awesome landing page. If you want to find a unicorn landing page – that top 10% page that sees your conversions reaching 3-5x the average – you need to test at least ten landing pages.

Example figures

1000 clicks CTR

23 landing page clicks

18 conversions

At £10 per click cost of sale = $10,000/18 = £555.00$

At £5 per click cot of sale = $10,000/18 = £277.00$

That was sales

In lead conversion we could have

1000 clicks = 80 conversions = 20 sales

Cost of leads = $1000 * 6 = 6000 = 6000/16 = 375$

Sales commission = 600

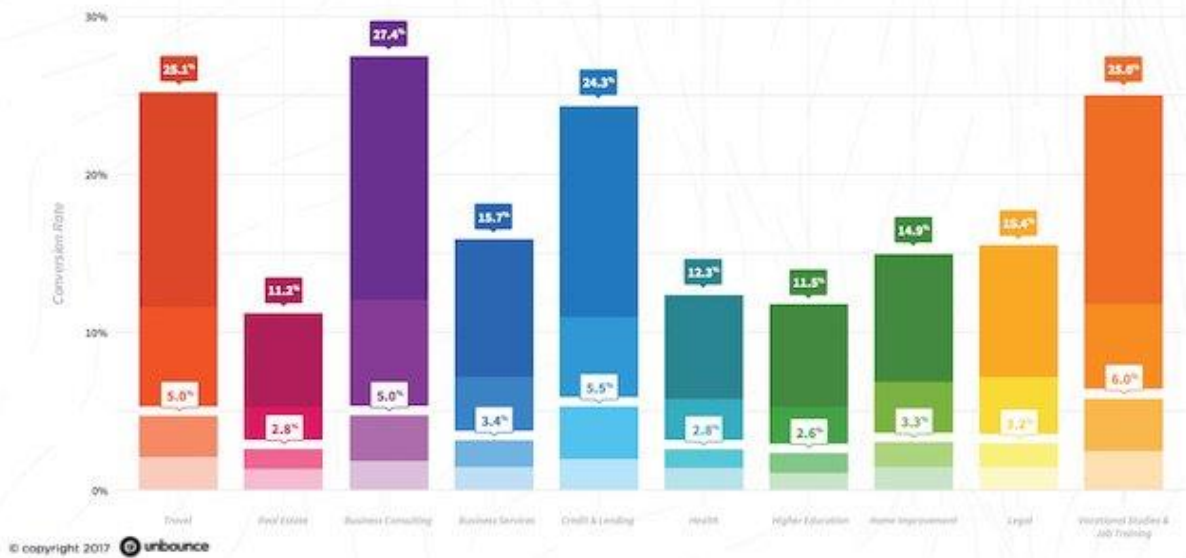
Total = 975 per sale

At 5% conversion rate sale cost drops to below £500 at £6.00 per click

Lead generation conversion rates by industry

Each bar is divided into quartiles and the white line is the median conversion rate.

Best Conversion Rate Median Conversion Rate

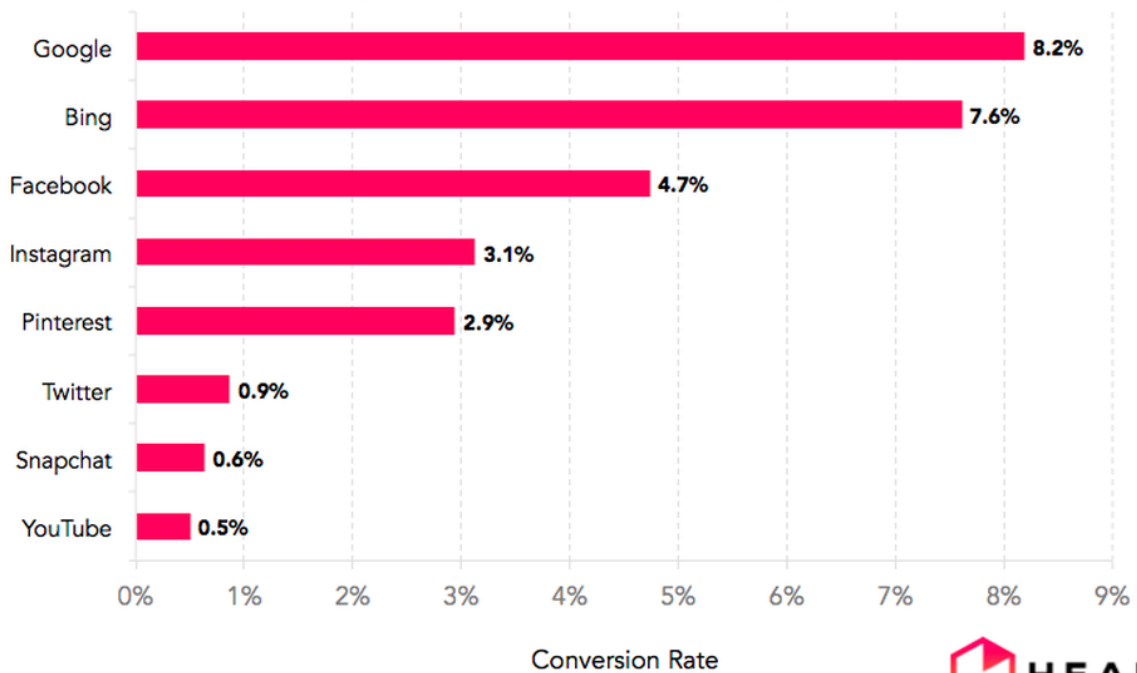


Lead gen conversions in Business consulting 5% to 25% plus

Ultimately, we found that search engines like **Google and Bing** had the highest customer conversion rates, at around 8%, a conversion rate over 1.5 times higher than Facebook's.

Which Advertising Channels Have the Highest Conversion Rates?

Average Conversion Rate by Advertising Channel

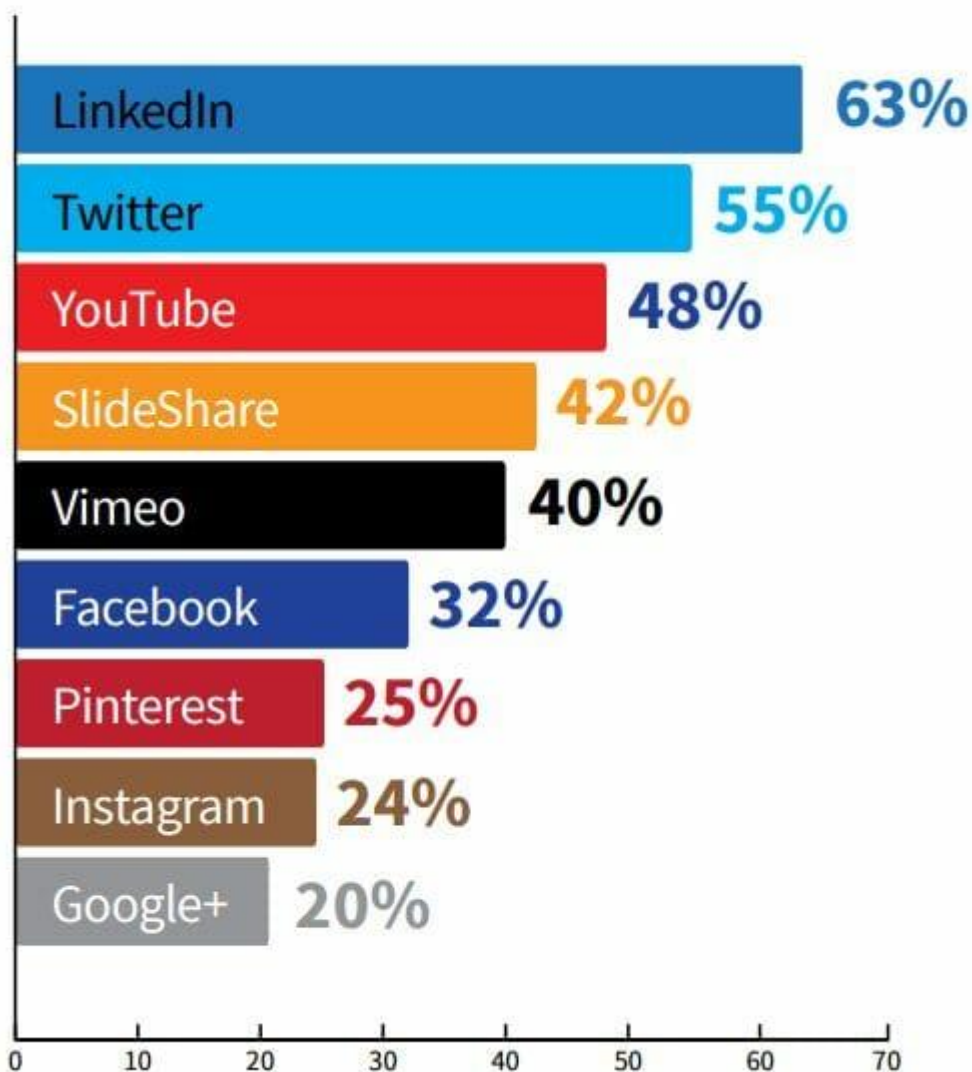


Google had the highest conversion rate for purchases that were less than \$200, while Bing had the highest conversion rate for purchases that exceeded \$200. Lastly, social media like Facebook and Snapchat drove the most traffic, accounting for between 13-14% of website visits, but also had the lowest conversion rates.

Biggest spenders on PPC are Healthcare (US), Real Estate, Education, Legal, Home services (BtoC), eCommerce

Google Bing FaceBook Instagram

Effectiveness Ratings for B2B Social Media Platforms



To put CAC into context, here's a rundown of average customer acquisition cost by industry (as estimated by a few [different publications](#)):

- Travel: \$7
- Retail: \$10

- Consumer Goods: \$22
- Manufacturing: \$83
- Transportation: \$98
- Marketing Agency: \$141
- Financial: \$175
- Technology (Hardware): \$182
- Real Estate: \$213
- Banking/Insurance: \$303
- Telecom: \$315
- Technology (Software): \$395

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Compare CAC to CPC

The better words have a CPC around £20.00 with the average being about 10
CAC has an average of 140 that means 1:14 clicks on average are converting

Some cheap words around £5-7 may convert well but £20 words have stronger intent,
however strong intent often demands a strong brand. Others searching with similar intent but
smaller budgets will shop around and be converted by attractive deals.